



# solutions

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## Future-Ready Snack Sticks

The Development of Red Dye #3-Free Solutions



### WHY IT MATTERS:

- Ready for upcoming U.S. regulations
- Color that holds up on shelf
- No production changes required

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# A Future-Ready Color Solution for the Snack Stick Market.

ViskoTeepak, in partnership with Nippi Collagen, is excited to announce a new line of colored casings for the snack stick market that do not include any of the synthetic dyes—including Red Dye #3—scheduled to be banned in the U.S.

Red Dye #3 has been a long-used color component in some mahogany and red casings in the snack stick segment, and by January 2027, it will no longer be allowed. As part of our commitment to helping our partners stay compliant, competitive, and ready for the future, we have developed new, regulatory-safe colors without compromising visual quality.

## New Color Options

This Red Dye #3 replacement development with Nippi Collagen is applied to three different shades for the snack stick market:

### ABA - New mahogany\*



### SSB - New mahogany with a brown tint



### ABB - New mahogany with a deeper red tint



## The Challenge: On-Shelf Color Fade

A consistent challenge in the snack stick category has been maintaining color throughout shelf life. It's often observed that when products are packaged, the part of the stick exposed to light fades more quickly—especially compared to the section under the label, which stays noticeably darker. For processors, this inconsistency can affect appearance, customer perception, and overall product presentation at retail.

\* ABA will serve as our standard mahogany offering. SSB and ABB will be produced upon request.

To address this, we conducted an accelerated shelf-life colorfastness test through a 3rd-party lab. The test simulated 9 months of store-shelf conditions, exposing the product to 1400, 3000, and 4000 lux and evaluating samples at 30, 60, and 90 days.

In the evaluation images, the top layer represents the control.

The control showed color fade at both 1400 and 3000 lux on the sections not covered by a label. Exposure at 4000 lux caused damage and degradation.



## Our Colors Did Not Fade

The middle layer represents ABA and the bottom layer represents ABB. SSB was already proven through a real-time 9-month shelf-life study, which is why it was not included in this particular series.

Because real product appearance depends on meat blend and cook programs, none of these images fully represent how SSB, ABA, and ABB perform in your own production. For the most accurate evaluation—and to see the stability firsthand—we encourage you to request a sample from your ViskoTeepak representative.

We are ready to supply you with a new color solution that meets upcoming regulations, protects product appearance on the shelf, and supports smooth production transitions for your business.

**CONTROL GROUP:**



**1400 LUX**



**3000 LUX**

## SNACK STICK LAB RESULTS:

**ABA:**



**1400 LUX**



**3000 LUX**



**4000 LUX**



**DARK**

**ABB:**



**1400 LUX**



**3000 LUX**



**4000 LUX**



**DARK**



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